



**Sponsorship and Advertising Opportunities
2009**

**“SUS – interacting and engaging
with University and College Sport throughout Scotland”**

Scottish Universities Sport
3rd Floor, 48 Pleasance, Edinburgh, EH8 9TJ
+44 (0)141 650 9654
www.susport.org.uk

What is Scottish Universities Sport (SUS)?

SUS is a partnership between Scottish Universities, and between Sports and Athletic Unions and Sport and Exercise Departments within those Universities, with the aims of assuring quality in the sporting programme in Higher Education in Scotland and continually developing and improving that programme.

Our membership/ stakeholders includes:

- List all universities. Student associations
- List colleges on board
- Governing bodies
- Other stakeholders (BUCS, SportScotland)

Why sponsor/ advertise with SUS?

With over ? students in Scottish higher education and ?% of these taking part in regular physical activity; the Scottish university sport sector is where brands can actively engage with the student audience.

Scottish Universities Sport (SUS) manages the development of ? sports in the Scotland; working with it's institutions to improve participation in sport and the quality of services and facilities available for students, staff, graduates and local communities.

By sponsoring/ advertising with SUS you can access:

- A unique, segmented target audience
 - The best student athletes in Scotland
 - Over ? teams competing in sport
 - Excellent calibre of candidates for graduate recruitment
 - Main information gatekeepers and decision makers for university sport facilities, equipment and services

Working with SUS can:

- Influence potential customers as they make key life decisions
- Create strong brand recognition/ awareness
- Add value to your existing brand proposition
- Improve customer relations (internally and externally) in key segments
- Create a loyal customer base
- Improve community relations

Opportunities:

Online	Offline
<ul style="list-style-type: none">• www.susport.org.uk• SUS E-newsletter• Segmented & tailored emails• Facebook page• Twitter page	<ul style="list-style-type: none">• Annual Conference• Christmas Seminar• Training days• SUS sporting events/ competitions• Individual SUS development sports• Individual SUS sporting teams• Annual Report• Handbook/ guide• Newsletters• Other SUS publications

Online Sponsorship/ Advertising Opportunity Packages

www.susport.org.uk

(get some of the best stats you have had from Image Logistics)

Interesting facts:

- Unique visitors per month:
- Total monthly page impressions:
- Average site percentages:
 - 1
 - 2
 - 3
 - 4
 - 5

In the current climate web marketing has become one of our main tools used to promote SUS. Our website already receives a great deal of traffic, as highlighted above, and the fact that all member institutions now have links on their own websites to ours means that this is set to grow in the future.

Our recently launched email newsletter is delivered directly to the inbox of our members. We currently have ? people signed up to it with this number increasing on a daily basis. On average this is sent out ?

We have a detailed list of member emails for a variety of key stakeholders in our sector – Directors of Sport, Senior Management Teams, Operational Staff, Administration Staff, University Sports Unions/ Presidents and individual teams. We can send out personalised and segmented emails to these people on behalf of our sponsor and advertising partners.

We have recently set up a facebook page and Twitter site for our members. Again these provide us with another means of direct marketing to our membership

Costs:

Click through banner advertising on our website

- | | | |
|-----------------|--|---------------|
| • 468px x 60px | full size banner – most popular choice | £200 + VAT pm |
| • 234px x 60px | half size banner | £150 + VAT pm |
| • 120px x 240px | vertical banner | £150 + VAT pm |
| • 120px x 90px | large button | £100 + VAT pm |

- Buy 12 months up front pay for 10?
- Buy 3 months get 1 free?
- Adverts can be on any page of your choice?
- Multiple banner advert on different pages?
- All artwork supplied by the advertiser in GIF, JPEG or PNG formats
- A click rate breakdown, statistics and more user statistics will be issued with all purchases

<http://www.marketingminefield.co.uk/internet-marketing/banner-advertising/1-overview.html>

E-Newsletter

- Why not sponsor our e-newsletter on a month by month basis

- Readership ?
- We guarantee to send a minimum of 4 per month – e-newsletter will go out on a Tuesday
- Cost per month £200 + VAT

Personalised email

- £100 + VAT per email

Facebook

- Need to read up facebook guidelines

Twitter

- We have ? followers on twitter
- Create a 140 character personalised message for our followers
- £10 + VAT per message

Offline Sponsorship/ Advertising Opportunity Packages

Annual Conference

Our annual conference brings together the best of Scottish University Sport. With over 200 delegates made up of Directors of Sport, Senior Management Teams, Operational Staff, Administration Staff, University Sports Unions/ Presidents, journalists and representatives of NGOs and is the perfect opportunity to get your message across.

We have various conference sponsorship packages, each with varying levels of exclusivity:

- Gold £ – only have 1 gold sponsor
 - Name in title along with SUS
 - Attendance at event for 2 people including accommodation, dinner
 - Exhibition stand (up to option 4)
 - Inclusion in delegate (up to option 3)
 - 4 professional photographs from the event for your own use
- Silver £ – have 2 or 3 silver
 - Attendance at event for 2 people including accommodation, dinner
 - Exhibition stand (up to option 2)
 - Inclusion in delegate (up to option 2)
 - 2 professional photographs from the event for your own use
- Bronze £ – as many as you want
 - Attendance at event for 1 person including accommodation, dinner
 - Exhibition stand (up to option 1)
 - Inclusion in delegate (up to option 1)
 - 1 professional photographs from the event for your own use
- Drinks reception
 - Sponsor the pre dinner drinks reception
 - £750
- Dinner
 - Sponsor the dinner
 - £2000

Exhibitor Package charges

	Commercial Price	Charity/Voluntary Price
Exhibit Package 1 <i>You Provide:</i> Promotional Material Only <i>We provide:</i> Table and 2 chairs	£300.00	£170.00
Exhibit Package 2 <i>You provide:</i> Stand less than 2m wide, Promotional Material <i>We provide:</i> Table and 2 chairs	£450.00	£300.00
Exhibit Package 3	£530.00	£320.00

You provide:

Stand between 2 and 3m in width,
Promotional Material

We provide:

Table and 2 chairs

Exhibit Package 4

£800.00

£480.00

You provide:

Stand greater than 3m in width,
Promotional Material

We provide:

Table and 2 chairs

Delegate Pack advertising/ inclusion

Option 1

- 1 Business Card and/or 1 Sheet of A4
- PowerPoint Advert in reception area/main conference room and before all workshops in syndicate rooms
- Logo and 50 words of text included in Conference Programme

Commercial price £350

Charity price £300

Option 2

- Booklet (not exceeding 10 pages)
- PowerPoint Advert in reception area/main conference room and before all workshops in syndicate rooms
- Logo and 50 words of text in conference programme

Commercial price £450

Charity price £400

Option 3

- Booklet (not exceeding 10 pages)
- PowerPoint Advert in reception area/main Conference room and before all workshops in syndicate rooms
- Logo and fifty words of text in Conference Programme
- Small promotional item inserted into delegate packs

Commercial price £500

Charity price £450

Christmas Seminar

This event runs each year and is attended by approximately 100 people

To sponsor this event costs £ + VAT

This gets you:

- Attendance at event, lunch included
- Exhibition stand
- Inclusion in delegate pack
- 2 professional photographs from the event for your own use

Other option is just to modify exhibitor packages

Training days

These specialist events are aimed at particular specialist areas. We currently host an administrator's forum and operations day where best practice across the industry is shared.

To sponsor event
Exhibitor packages as above

SUS sporting events/ competitions

Individual SUS development sports

Individual SUS sporting teams

Annual Report

Handbook/ guide

SUSPAC Newsletters

Other SUS publications

- Contact us directly for other publications and prices that can be sponsored

**For more information please contact:
Scottish Universities Sport
3rd Floor,
48 Pleasance,
Edinburgh,
EH8 9TJ
+44 (0)141 650 9654
sus.cse@ed.ac.uk
www.susport.org.uk**